

Finding Your Ideal Look

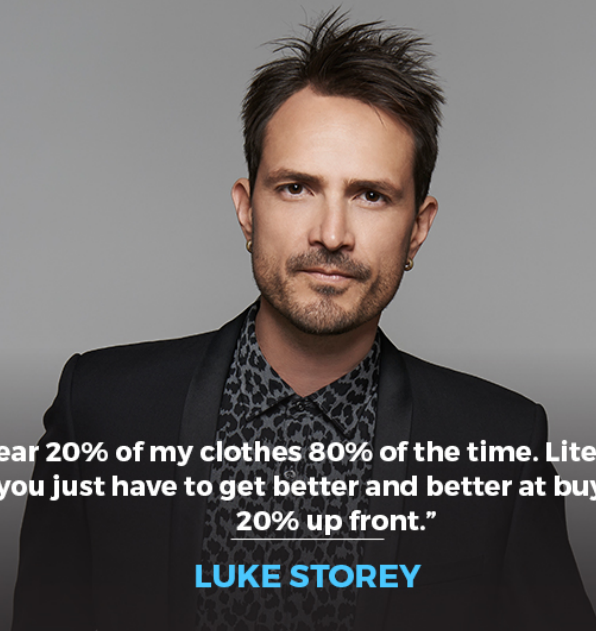
10 Point Checklist

Luke Storey

Want to gain as much knowledge as possible out of The Optimized Geek? Read on below for a **10 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

The **OPTIMIZED GEEK** 

HOSTED BY **STEPHAN SPENCER**



"I wear 20% of my clothes 80% of the time. Literally. And so you just have to get better and better at buying that 20% up front."

LUKE STOREY

10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?
Here are 10 steps that can move you closer to your goals – today.**

- Learn your style archetype - what really describes your look and how you act?
Then, choose style options that fit that archetype well.
- Learn your body type - and dress to balance it out.
- A quick trick to look instantly stylish? Use multiple shades of the same hue in a look
- this is known as a monochromatic look, and it always looks spot-on.
- Don't mix saturations - if you have a crisp new suit, don't pair it with a faded out
tshirt. Instead, choose a more desaturated or worn jacket.
- Look for contrasting colors to compliment your hair and skin tone to create a
popping, dramatic look that highlights your features well.
- Think about "investment pieces" - classic staples that you'll wear for years to come.
- No matter what your brand of choice, opt for a tailored fit. It'll always make you look
great.
- When in front of the camera, choose simple slightly desaturated colors so you don't
overwhelm the camera with reflecting color.
- Trim chest, nose, and ear hair - nobody wants to see that!
- Follow Luke on schoolofstyle.com and lukestorey.com, or lukestoreystyle on
Instagram for more tips!